

ABSTRACT

Systems and techniques for promotion of financial services to consumers are described.

In one aspect, a system comprises a database of provider information including identification of affiliated providers, the services offered by the providers and categories of customers served by

5 the providers and incentives offered by the providers, as well as an incentive information

database including identification of incentives offered in exchange for selecting affiliated

providers, levels of incentives offered and qualification requirements for each incentive and

incentive level. The system further includes a user registration module allowing registration of a

consumer in order to allow selection of providers, the user registration module storing user

10 information and preferences for delivery to affiliated providers for use in conducting transactions

and a selection module for coordinating selection by a consumer of affiliated providers and

managing qualification for and delivery of incentives offered for selecting affiliated providers.